



A vote-of-thanks from the dishes...

My new modern crystal and china look so festive and twinkling when they come out of Ivory suds. They seem to be trying to say—"We are so bright because Ivory rinses away so easily... and we're very glad you use a sweet odorless soap." Yes, Ivory does seem nice for dishwashing, and it certainly is kinder to my Jack-of-all-trades hands!

I wish I could talk to you ... if you think housecleaning is hard on nice hands!

I wish I were a writer. For fifteen minutes I've been trying to think up some exciting way to talk to you about hands. So now I've decided to start in the middle, so to speak! I'm going to tell you what Jane L. said about my hands—because it leads right into a beauty secret for yours!

At the last bridge party, Jane, who's a new member, refused to believe that I had just finished my housecleaning. She said my hands looked too smooth and too nice!

Well, Jane or no Jane, my hands had been in soap suds for practically a whole week. I washed my cretonnes and sponged the Oriental rugs—then cleaned every bit of the woodwork (and there's plenty of it in a white Colonial cottage!). I cleaned all the cupboards and washed every dish and glass in the china closet. And then I put the wool blankets and bedspreads and hooked rugs through tubs and tubs full of suds.

But, here's my secret: They weren't ordinary suds. They weren't the suds of strong "kitchen" soaps that dry and redden and age the skin so. They were the gentlest suds I know of—Ivory suds!

You see, Ivory treats my hands so kindly that they are smooth all the time—even after my busiest mornings. That's why they earn compliments like Jane's!

If you aren't quite happy about *your* hands why don't you try Ivory for a while? In two weeks your hands will be thanking you—in the very nicest way that hands can! And first thing you know, your friends will be asking you what you do for them—what lotion you use—or whether you have a maid!

Every day I put Ivory to the test—and every cleansing task proves to me that a pure, rich soap can do hard work well. And where a strong soap cleans and "eats" (or bleeds the colors of clothes), Ivory cleans and *protects*.

Though Ivory's fine enough and pure enough to be my baby's bath soap and my complexion soap and my husband's standby—it does just as important work for me in the kitchen and laundry. It turns clothes-washing and dishwashing and cleaning tasks into gentle Ivory baths... and that's the whole reason why even a spring housecleaning needn't be hard on one's hands!

CATHERINE CARR LEWIS

Free: A little book on charm. "What kind of care for different complexions? For hands, for hair, for figures?" Write for "On the Art of Being Charming." Address Catherine Carr Lewis, Dept. 56-E11, Box 1801, Cincinnati, Ohio.

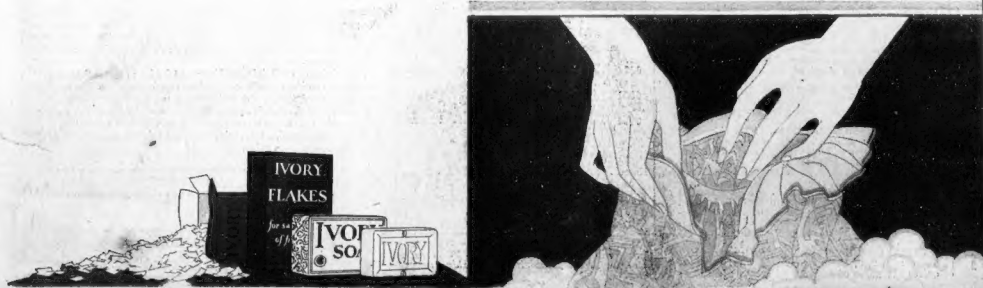
Beauty treatments for the home!

Some months I worry the budget to pieces, trying to squeeze out a new hat. But I never skimp on Ivory Soap and Ivory Flakes. Ivory pays for its upkeep in two ways—it keeps my hands as nice as if I had a maid—and it keeps my home as bright as new! People can hardly believe my linoleum is three years old. That's because Ivory suds have protected its surface. And my woodwork won't need repainting for many more housecleanings. In fact, it looks as glossy as if the painter were here yesterday!



IVORY SOAP

... kind to everything it touches • 99⁴⁴/₁₀₀ % Pure • "It floats"



Happier Mondays for colored clothes!

I like to make my baby's rompers and my own printed housefrocks—and they're too pretty to be washed by a soap that will fade their colors! So I use Ivory entirely on washday. Cottons and linens cost more now—it seems only fair to give them as safe care as my baby's woolsens or my own precious silk things!